

Given an example of a store advertisement, the reader selects those words and/or phrases which are examples of the "bandwagon" propaganda technique.

UNIT 3
Lesson 1
Locating Hidden Meaning

TECHNICAL TALK

No one likes to be left out of things. Many people like to follow the crowd, or "jump on the bandwagon," so many people buy products because their friends or neighbors have bought them. In other words, they "want to keep up with the Joneses." Store managers persuade persons to buy by making customers think that this is the thing to do. Wise readers and shoppers never buy an unneeded product just because the neighbors have purchased the item. You should always notice "bandwagon" words and phrases to avoid being persuaded by them.

TRY IT

In looking for examples of the "bandwagon" technique, note such words and phrases as "hurry, offer ends soon," "free to the first 500 customers," or "buy one now," all of which rush you to jump on the bandwagon now. Find the examples of the "bandwagon" technique in the following brief advertisement for Wearmore House Paint.

YOUR HOUSE NEED REPAINTING? For a limited time Wearmore dealers will GIVE YOU ONE GALLON OF PAINT for each three gallons you buy at the regular price! This offer good only for the next three days. Don't be disappointed. Your friends buy Wearmore ... why not you?

(There are at least three examples of "bandwagon" in this ad. They are "for a limited time," "only for the next three days," and "your friends buy Wearmore.")

YOUR NEW CAR IS WAITING

Wayside Motors, your local Smoothmobile dealer, placed this ad in the local newspaper. Find five examples of "bandwagon" in the ad, and check your answers with the answer key.

NOTICE!!
ONLY 6 DAYS
LEFT FOR REBATE
(YOU AUTO KNOW THE FACTS)
YOU AUTO BUY NOW

\$200. _____ 197
REBATE DOLLARS
107 20-3

ONLY 50 LEFT TO SELL!

Be first in your neighborhood
to drive a Smoothmobile!

The Remarkable Car for the 1980's

YOUR REBATE IS WAITING ... COME NOW!


REVIEW

UNIT 3 Lesson 2 Locating Hidden Meaning

Did you find the five examples? Be sure to notice the difference between phrases that just give information and those that are "bandwagon." Look at the advertisement in lesson 2, placed by the Broadway Lumber Mart.

DECORATE YOUR HOME

This appealing ad sounds very convincing. Business for Broadway Lumber Mart has doubled during the past year and their advertising messages have helped. Find the five examples of "bandwagon" technique in this ad and then check with the key.



PLYWOOD OFFER!

**SEPTEMBER
CLOSE-OUT
SALE!**

HURRY • LIMITED STOCK • THIS MONTH ONLY
For your home decorating needs!
\$2.90 to the next 100 customers

BROADWAY LUMBER MART
2624 East Forest 553-2102

WEEKDAYS 8-8
SAT. 8-4

PAINT AT A BARGAIN

UNIT 3

Lesson 3

Locating Hidden Meaning

You found the interesting ways that Broadway Lumber used the "bandwagon" technique. Another business in town, Brosknow Paints is advertising its latest special on enamel from Double-Coat Paints. Brosknow wants customers to hurry to the store to buy. Write down the six examples of "bandwagon." Watch carefully because there are ten phrases. Check the key to see if you are right.

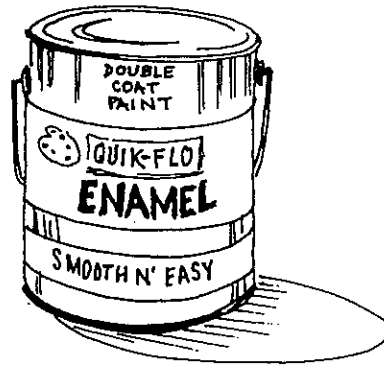
.....the choice of millions

.....10% discount to the first 50 customers tomorrow

.....covers all surfaces

.....hurry, supply limited

.....use with brush or spray gun



.....90% of homes in this city painted with Double-Coat

.....special sale this week only

.....inexpensive

.....easy to apply

.....cannot guarantee price after this week

SALE—THIS WEEK—\$8.25

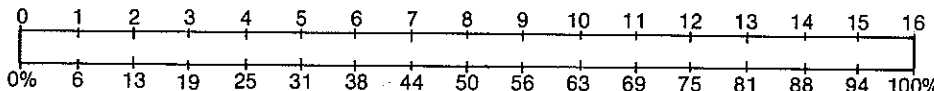
BROSKNOW PAINTS, 2965 Locust St.

625-1672

HOW DID YOU DO?

Number Correct
Possible

16



% Correct